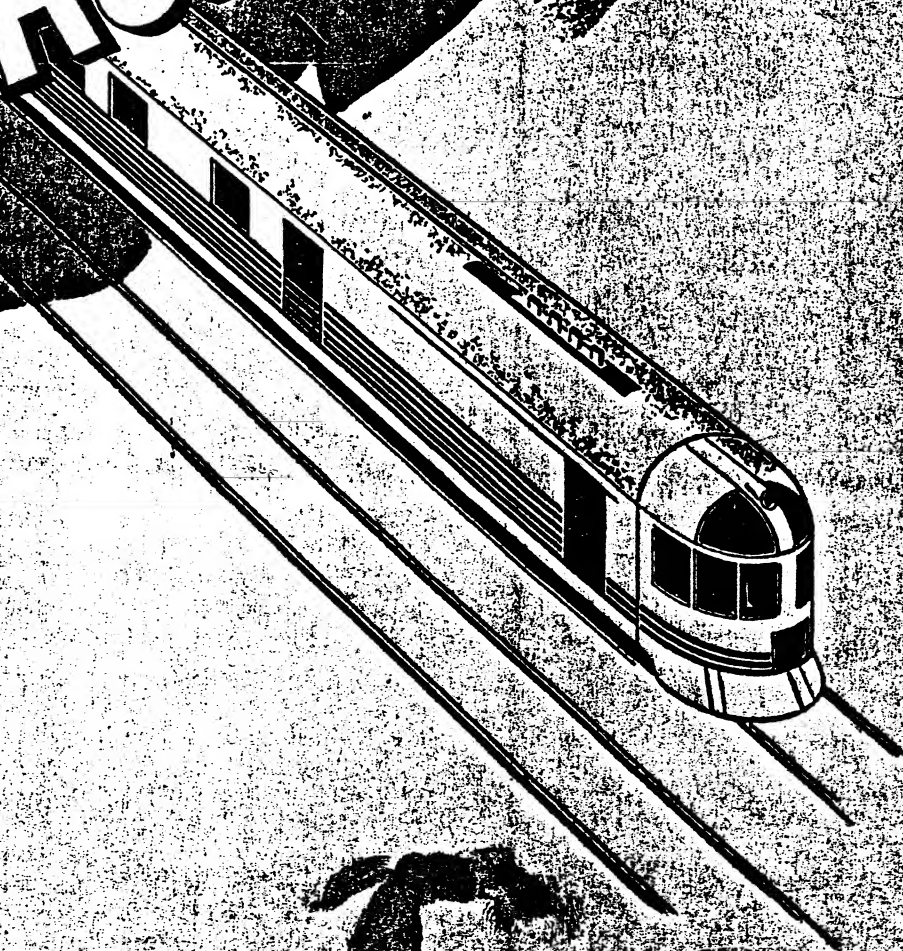
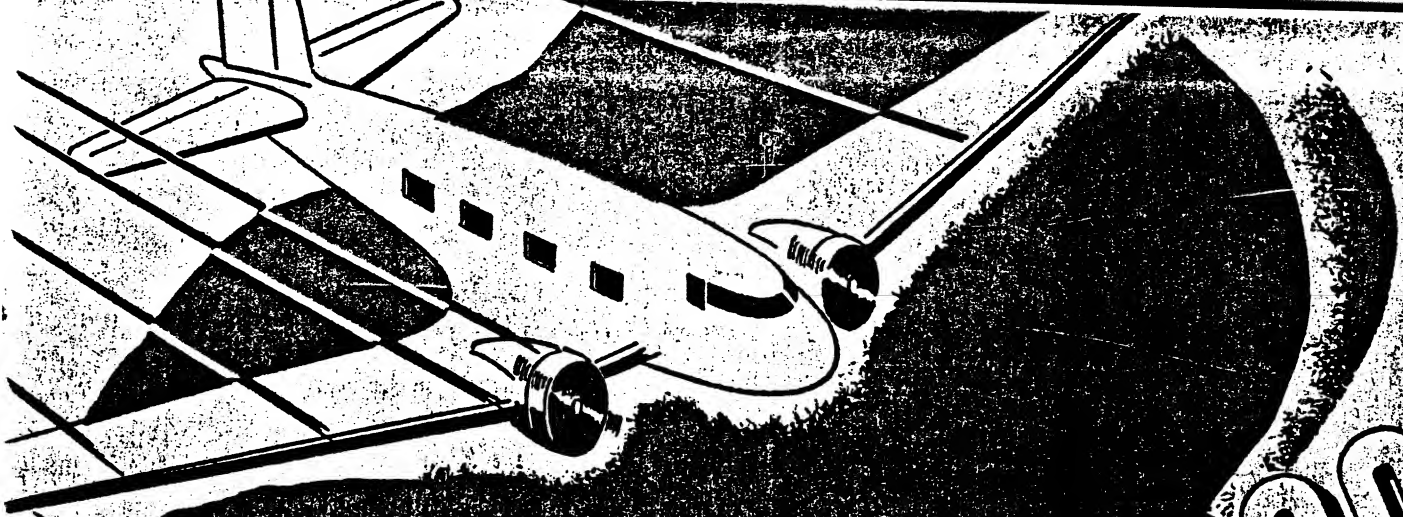
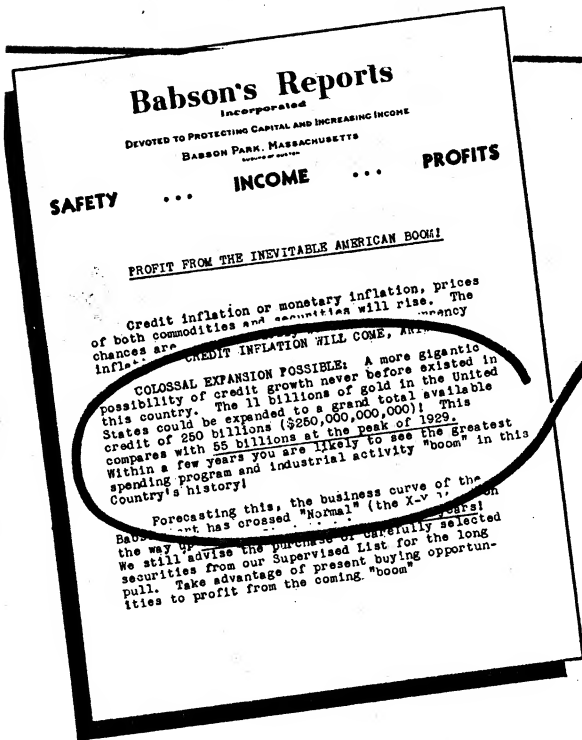


KEEP PACE WITH 1997



Experts predict Recovery Will Hit A Brand New High in 1937



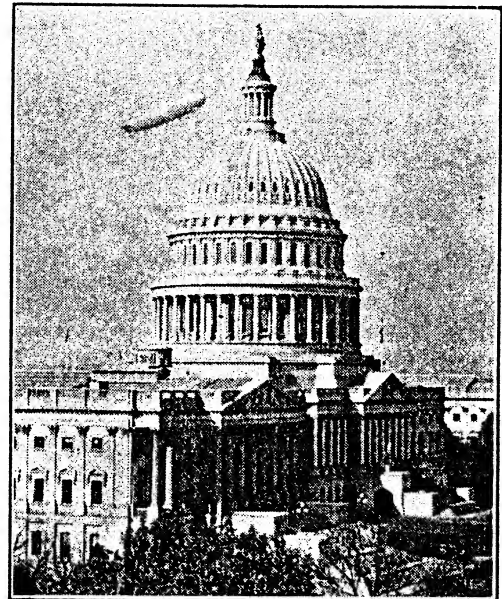
SAYS BABSON'S REPORTS:
(the nationally famous business authority)

"Colossal expansion possible — you are likely to see the greatest spending program and industrial activity 'BOOM' in this country's history . . . "

THE U. S. DEPT. OF AGRICULTURE* says:

- 1—That **INDUSTRIAL PRODUCTION**, in 1937, may equal the all-time high peak of 1929.
- 2—That **NATIONAL INCOME**, from a low of 40 billion dollars in 1932, is expected to rise above 66 billion dollars in 1937.

* From United States News, Nov. 9, 1936, based on figures from the Dept. of Agricultural Economics.



THE U. S. DEPT. OF COMMERCE says:

That **RETAIL SALES** have increased from 25 billion dollars in 1933 to an estimated 37 billion dollars in 1936.

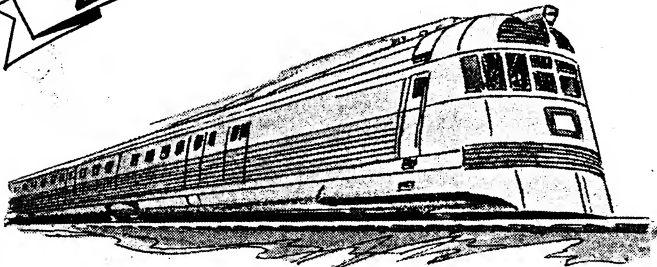
And experts agree that with much higher national income in 1937, retail sales will probably increase in proportion.

TO KEEP PACE WITH EAST-CHANGING TIMES

What Changes Is Your Store Making?

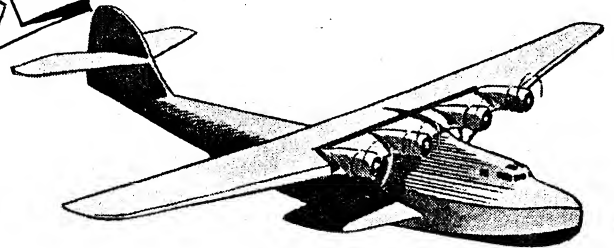
Every Phase of Human Activity is Being Revolutionized
Including Pen Selling!

ZEPHYRS

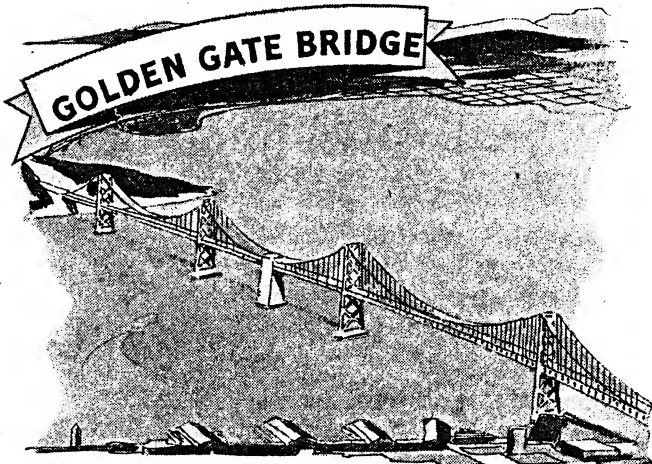


Light Streamlined Zephyrs are replacing heavy trains

CHINA CLIPPER



Air-Lines are spanning the Seven Seas



GOLDEN GATE BRIDGE

9-Mile Bridges are replacing slow-going ferries



Social Security is Nailing up the Poor House



FARM INCOME

Steel Wage Boosts to Total 90 Millions

WAGES RAISED, BONUSES GIVEN



BONUS & WAGE BOOSTS

EXTRA DIVIDEND

MORE BIG FIRMS DECLARE EXTRA DIVIDEND

Wage Boosts and Bonus Payments have started a big buying wave of higher priced goods and best brands

BANK CLEARINGS SOAR TO NEW 5 YEAR PEAK; RUN FAR ABOVE

HOME BUILDING 45 PER CENT ABOVE 1935

RETAIL TRADE 10 TO 15 PCT. OVER

TO KEEP PACE WITH FAST-CHANGING TIMES

Make More Room in Your Store for this new Titan of Trade

The Fountain Pen, Pencil and Desk Set—

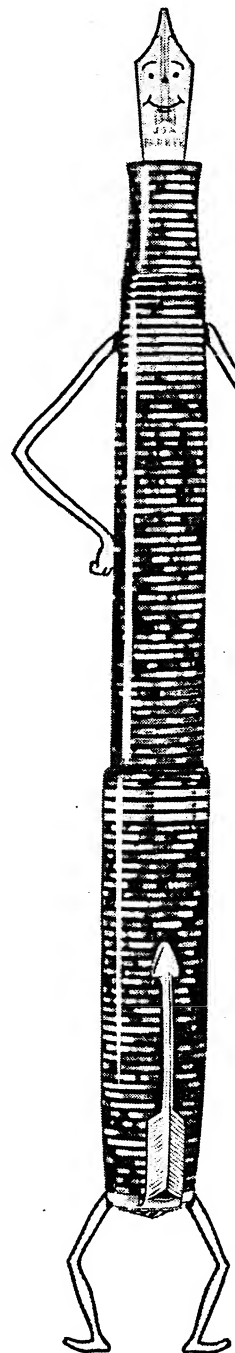
In 1921, a minor item

In 1937, A MAJOR LINE

A 60%
INCREASE
in last 15 years



1921
\$25,589,028
Retail Sales
Confined to
School Opening
and Christmas




1936
\$42,930,002
Retail Sales*
Selling Actively
ALL YEAR ROUND

*Estimated

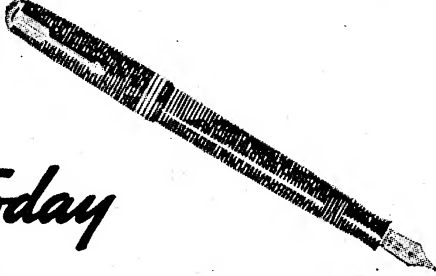
TO KEEP PACE WITH EAST-CHANGING TIMES 

**See the Big Changes Taking Place
in the Pen Business**



Yesterday

95% of the sales were rubber sac pens



Today

70% of the Parker sales are sacless pens — and Parker Pens are the largest sellers




Yesterday

Old-style, unattractive fixtures



Today

Beautifully designed, modern pen cases like this



JAN 2

NOW THAT CHRISTMAS IS OVER, WE MIGHT AS WELL PUT THE PEN CASE AWAY UNTIL GRADUATION.

RETAILER

SALESMAN

Yesterday The first half of the year was not important in pen retailing



JAN 2

BOY! OUR PEN BUSINESS IS GREAT EVERY MONTH IN THE YEAR.

HE THINKS

Today Every day Pen Sales are active—due to Parker's heavy ALL-YEAR advertising

To KEEP PACE WITH EAST-CHANGING TIMES 

You Must Realize How Extensive the Pen Market Really is

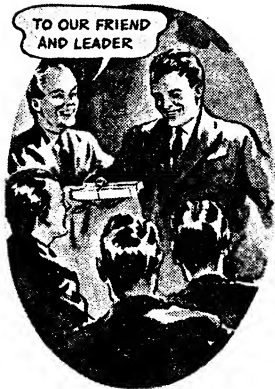
**6 Out of 8 People
Who Enter Your Store**
either own no pen at all or own an
obsolete or unadvertised brand.



72 Million People Over 14 Years of Age
are live prospects for a Parker Vacumatic



In the last 8 years, over 19 Million New
Buyers Have Reached the age of 16 years
—have thus become pen prospects.



**Pen Sales Not Limited,
like many Articles to the
Number People use up.**

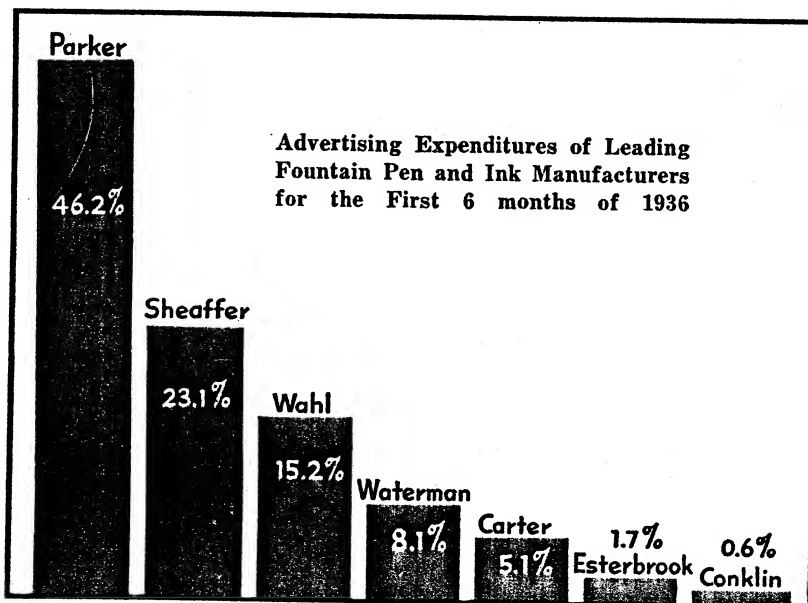
Pen Market is **UNLIMITED** because
millions buy Pens for **GIFTS**. Al-
ready 50% of the pens are gift sales,
and this percentage is constantly
increasing.

TO KEEP PACE WITH FAST-CHANGING TIMES →

Discover Who Creates Your Pen Sales the First Half of the Year

LOOK AT THE RECORD

I SEE PARKER DOES 46.2% OF ALL THE PEN ADVERTISING THE FIRST HALF OF THE YEAR.



YES-PARKER HAS MADE PEN RETAILING ACTIVE AND PROFITABLE EVERY MONTH, EVERY WEEK, EVERY DAY!



● Before Parker adopted this policy of forcing retail sales by a powerful drive to make gift-seekers and pen users constantly pen-minded, there was no retail pen business to speak of from January to July.

● What would happen to the sales of ALL brands of pens if Parker should stop rousing the public to buy at this time?

● Not only Parker—but pens generally—would be about as prominent in people's thoughts in the Spring as overshoes are in July. But we think you will admit—as all the trade does—that Parker is more **Advertising-Minded** than any other pen company.

● The more orders that retailers give us NOW, the more advertising we can do for them NOW, and WILL do.

● One of the greatest mistakes you can make is to give ALL manufacturers an even break when ONE manufacturer is carrying the load of creating retail sales from January to July.

● You buy pens to sell—not to keep. Hence to quicken the pace of your pen department in these fast-changing times, buy them from the maker who reciprocates by sending people in daily to buy them from you.

—To KEEP PACE WITH FAST-CHANGING TIMES—

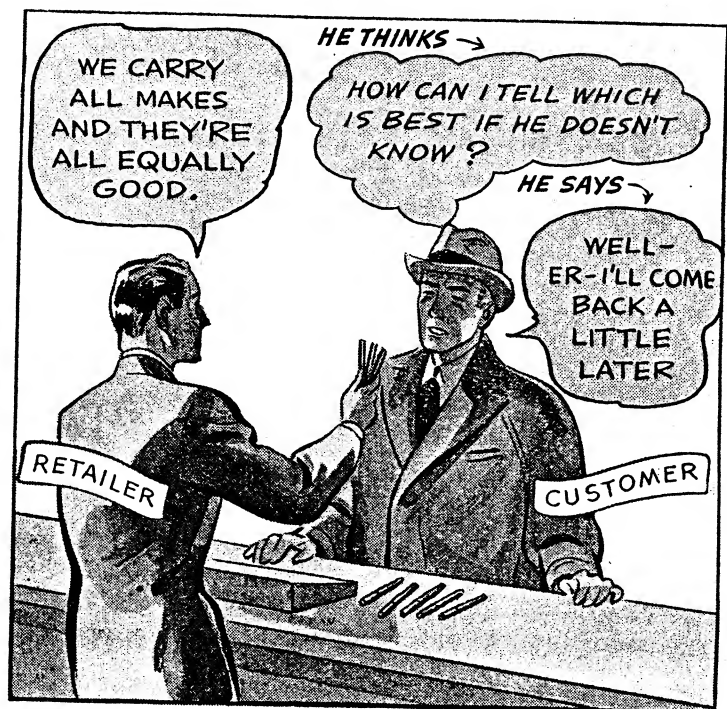
Stop This Big Leak in your Pen Profits

About 35% to 50% of sales are LOST by many retailers because of "Lookers" who walk out without buying—yet most retailers ARE WHOLLY UNAWARE OF THIS LOSS!

THESE TWO MISTAKES ARE TO BLAME:



MISTAKE No. 1—Failure to have assorted styles and points in most modern and best selling pen.



MISTAKE No. 2—Failure to show and recommend the leading seller FIRST—and to show only ONE brand at a time.

The "Looker" probably owns a rubber ink-sac pen already. But he has heard about the modern sacless pen with Full-Length Visible Ink Supply and is eager to see it, ALTHOUGH HE MAY NOT ASK FOR IT BY NAME.

HENCE—showing him a sac-type pen kills his enthusiasm. He concludes that if sac pens are still "hot-stuff" his own sac pen is good enough.

TO TURN THESE "LOOKERS" INTO BUYERS—

- 1 Adjust your pen stock to the ratio of public acceptance. (Preference for Parker is from two to ten times greater than for other standard makes.)
- 2 This enables you to carry a full assortment of styles and points in the largest selling brand.

To KEEP PACE WITH FAST-CHANGING TIMES

Make This Important Change in Your Method of Selling



The "Lookers" who leave without buying.

HAVE you never noticed that each Parker advertisement shows only ONE pen? Yes, except for two or three Gift-time ads a year, Parker ads feature ONE PEN ONLY.

There is a fundamental reason for the policy, whether selling in PRINT, or in PERSON.

What is it?

It is this—the hardest thing in the world for many people to do IS TO MAKE A CHOICE. There are some who CAN'T. These are the "Lookers" who do not buy.

Being shown too many brands of pens of too many kinds at too many prices, the "looker" becomes confused, his decision wavers, he can't make up his mind.

This is especially true if the STORE HAS NO CHOICE and the salesperson says: "They're all equally good!" Out goes the "Looker" with the muttered promise to "return a little later." If he wanted the pen as a gift, he goes somewhere else and buys a box of candy, a cigarette lighter, or \$5 worth of flowers.

TURN THESE "LOOKERS" INTO BUYERS

Whether or not you decide to show the Parker Pen first, instruct your salespeople to show some ONE brand of pen first, and only

ONE, and show only ONE STYLE of pen,—the best sacless type.

And have sales-clerks Know all About the Pen They Show.

Yes, in these fast-changing times, the vast majority of people prefer a pen that gives them what they have always wanted,—DOUBLE INK CAPACITY WITH FULL-LENGTH VISIBLE INK SUPPLY, provided, of course, that the barrel matches the cap to perfection, and provided further that the pen is mechanically perfect.

The majority of people, whether or not they happen to call for it by name, know that the Parker Vacumatic answers this description. That is why 9 people prefer it to 4 for the second pen, as shown by the National Pen Census. And these 4 would prefer Parker, we believe, if it were shown to them, and explained.

Some retailers say: "AH, BUT WE GIVE ALL THE LEADING PEN MANUFACTURERS AN EVEN BREAK."

To which Parker inquires: "Do all the manufacturers give YOU an even break?" They do not!

For example, how about the advertising from January to July when Parker does 46.2% of all pen advertising?

But why give the breaks to ANY manufacturer? Why not give the breaks to YOURSELF? You're in business for yourself.

Isn't it logical, therefore, that the pen to show FIRST is the Parker Vacumatic? We challenge you to try this for thirty days, and we guarantee that you will never go back to old ways of selling pens.

 **To KEEP PACE WITH EAST-CHANGING TIMES** 

FEATURE THE LEADING SELLER

How Can You Determine This?

Answer No. 1—By the Gross Profits shown in the financial statements of the pen manufacturers on file with the Securities Exchange Commission. Because

Gross Profits Reflect Sales Volume

For Example, here is a comparison of
Gross Profits of the two leading Pen Companies for 1935
(Latest Available)

*PARKER	\$ 2,790,326.52
Second Company (fiscal year ended Feb. 28, 1936)	\$ 1,937,554.94
Parker leads by	\$ 852,771.58
	or 44%

Answer No. 2—By the National Pen Census conducted by the Recording & Statistical Corp., which shows that the consumer preference for Parker is 9 to 4 over the second pen.

Answer No. 3—By all of the following surveys:

American Boy Magazine Survey of its subscribers shows that more than TWICE as many boys own PARKER PENS as the second leading brand.

Ross Federal Service survey of 10 leading colleges from Harvard to Southern California shows that more students prefer PARKER PENS than the next four leading brands.

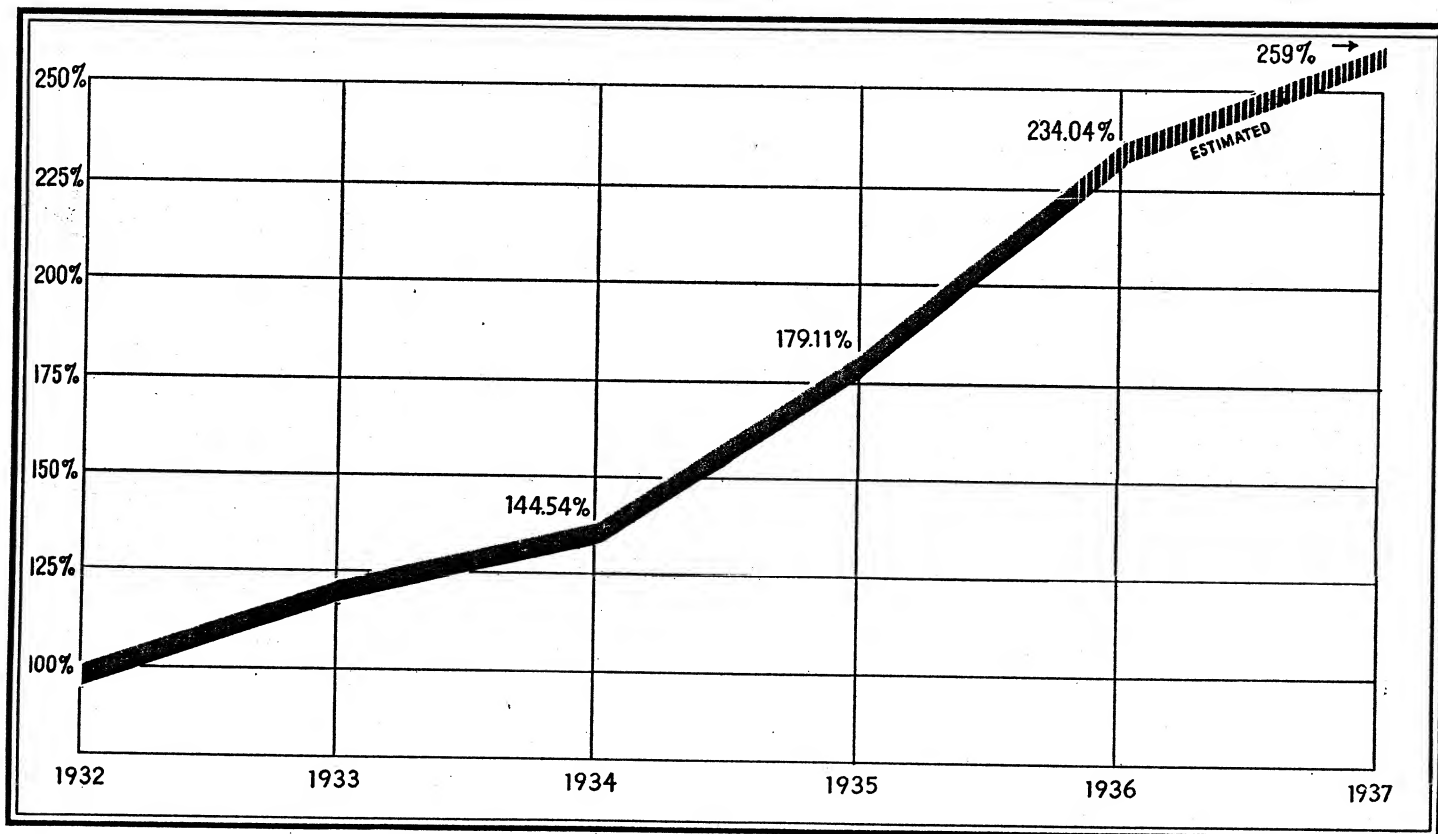
Intercollegiate Press survey (30 college papers) shows that more students own PARKER PENS than the second and third brands combined.

So don't base your opinion on your IMPRESSION of the calls at your pen counter—keep an ACTUAL RECORD of calls; and you, too, will thereafter concentrate on Parker.

* Parker estimated gross profits for 1936 will show an amazing gain over 1935.

To KEEP PACE WITH EAST-CHANGING TIMES

See how the Pen they called a "Fool Idea"
IS NOW THE WORLD'S LARGEST SELLER



Remember--the above sales were made by retail stores like yours

IS YOUR PEN BUSINESS FOLLOWING THIS UP-CURVE?

If it isn't, there's something wrong

—either you are not pushing the **RIGHT** pen

—or you're not pushing the leading seller **RIGHT**

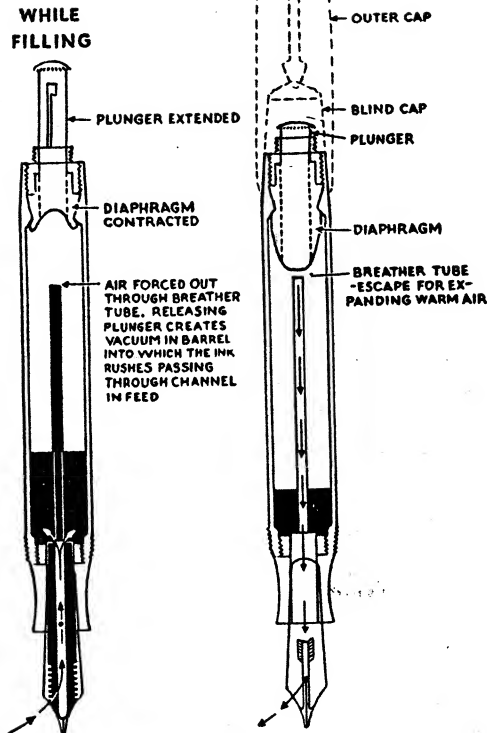
Here are the Reasons for this Sales Growth

Does Your Sales Set-up Take Full Advantage of Them?

- 1 A wholly new and modernized line from 75c to \$200, headed by the Revolutionary New Pen—the Parker Vacumatic
- 2 A Long-Profit, Price-Protected Proposition for Retailers
- 3 Parker's Continuous 12 Months' Advertising, Bringing People Up to the Pen Counters Every Day of the Year

See Why

The Parker Vacumatic Is Alone in the Sacless Field



1

Its revolutionary patented diaphragm filler is utterly different and basically better — no piston pump, valves, air bulbs, packing — nothing to render it useless later on.

2

Its working parts are sealed in the top — no ink can touch them, corrode or decompose them.

3

Unique "Breather tube" equalizes air pressure inside and outside of barrel — prevents leaking and flooding when warmth of hand expands air within.

Are Ordinary Sacless Pens a "Flash in the Pan?"

For years, The Parker Pen Company refused to make a sacless pen. Like all pen makers we realized that sacless pens containing piston pumps, packing, valves and air bulbs were mechanically impracticable. And Parker would not be making a sacless pen today if it were not for the invention of the Vacumatic with its revolutionary diaphragm filler which contains no piston pump, packing, valve or air bulb.

Because of the tremendous success of the Parker Vacumatic, sacless pens are outstripping rubber ink-sac pens in public preference. For a time, other makers brought out sacless pens of the old type. But now they are going back to majoring their rubber ink-sac pens.

Why? Because, like Parker, they realize that no permanent success can be won from pens that cannot "deliver the goods" in actual use.

Additional features without which no pen can be truly modern

1. FULL-LENGTH visible Ink Supply.
2. 102% More Ink Capacity than old-style.
3. Exclusive laminated Pearl style.
4. Scratch-proof Point of Platinum and Solid Gold.

Note: Last year Parker paid \$250,000 MORE for gold for Parker pens than the same amount of gold would have cost at the old-time price of gold. Yet, in spite of this, Parker today is putting 33 1/3% MORE gold into Vacumatic Pen Points than formerly.

5. Balanced, non-breakable barrel in new Air-line design.
6. Smart Arrow Clip holds pen low and SAFE in pocket or purse.
7. Jewelry-like in finish and workmanship.

Major in the Only Sacless Pen That Has Successfully Met Every Challenge



When the Parker Vacumatic First Appeared—

It Was Hotly Challenged by Pen Manufacturers

Challenged by Retailers

Challenged by Those of the Public Who Had Previously Owned
Sacless Pens.

But 5 Years' Actual Use Has Proved that this revolutionary in-
vention is the ONLY Mechanically Successful Sacless Pen

and today not a Challenge Remains!

Overcomes 2 Chief Faults of Average Pen Desk Set

1. Ends seepage of ink from pen to pen retainer
2. Ends drying of ink on the pen point

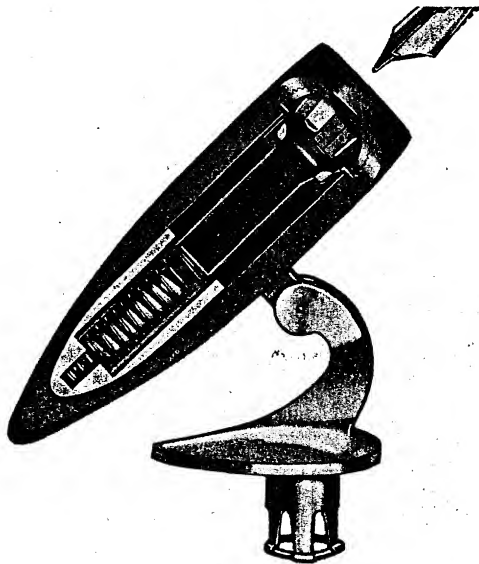


Fig. 1
Showing cut-away drawing of Sealomatic Bowl before pen is inserted.

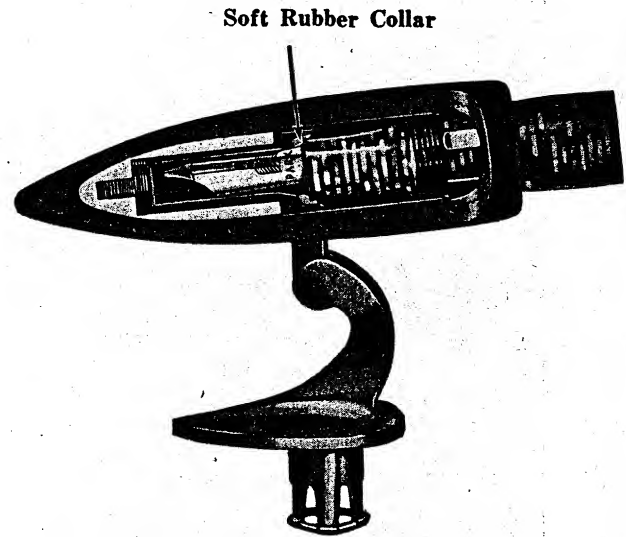


Fig. 2
Showing cut-away drawing of Sealomatic Bowl after pen is inserted.

FIGURE 1—
Sealomatic Pen Bowl before pen is inserted.

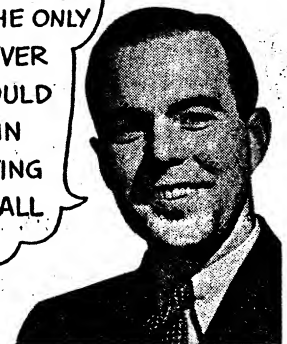
FIGURE 2—
Bowl automatically lowers itself to within 7 or 8 degrees above horizontal level. This relieves pull of gravity on ink column, hence prevents seepage of ink from pen to pen retainer. The slight upward tilt allows just the right amount of gravity pull to keep the pen point moist.

The air-tight seal is effected by the pressure of the soft rubber collar against the end of the pen barrel. This air-tight pressure is maintained by a spring coil. Hence, ink cannot dry on the pen point—and the pen is ready to write instantly.

The user cannot fail to effect air-tight seal because when pen is not inserted far enough, the coil spring automatically ejects the pen.

What Users Say:

IT'S THE GREATEST
DESK SET IMPROVE-
MENT YET—THE ONLY
PEN BOWL I EVER
SAW THAT WOULD
KEEP A PEN IN
PERFECT WRITING
CONDITION AT ALL
TIMES.



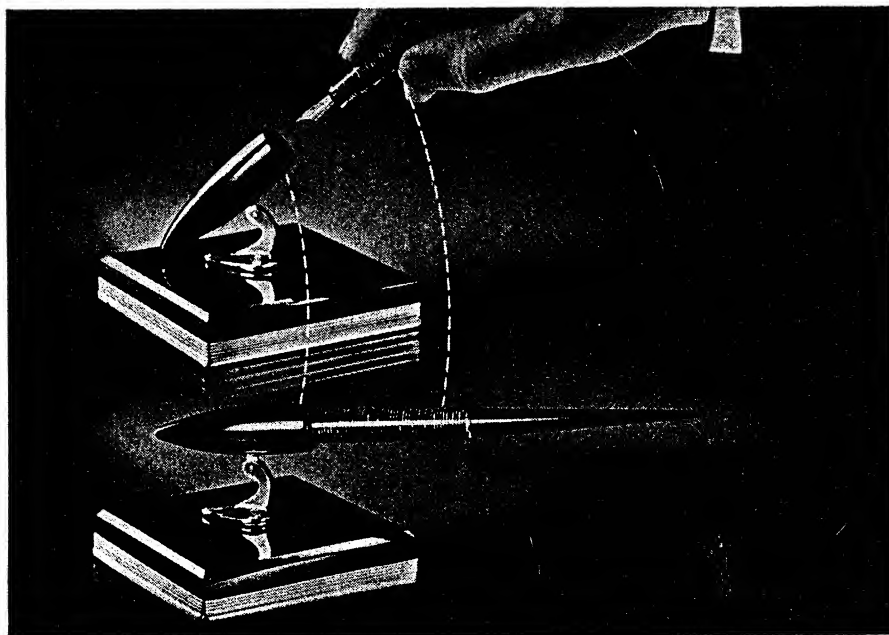
Comments like the above indicate the enthusiastic reception given the Sealomatic Pen Bowl by thousands of users from Fifth Avenue to Main Street.

TO KEEP PACE WITH FAST-CHANGING TIMES

Show Your Customers Parker's Revolutionary

New Desk Set Invention ---

THE SEALOMATIC ROCKER BOWL



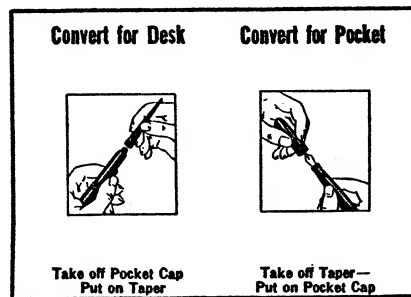
See what it does—Why it is the most wanted improvement since Desk Sets were invented:

- 1 It automatically tilts upward to receive Pen—
- 2 It automatically pivots to level rest when pen is inserted; hence ink can not seep out—
- 3 It automatically clasps pen in air-tight seal; hence ink cannot dry out. Keeps pen point moist, ready to write a day later, or a week later.

Get Many Dollars of Extra Profit by Showing Parker Desk Bases to Every Pen Customer

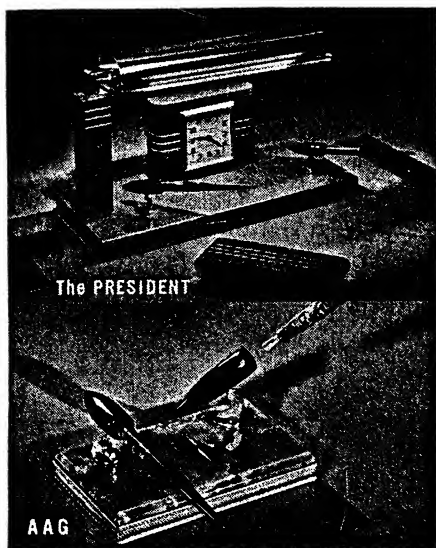
SHOW HIM

- 1 The advantages of the Sealomatic Bowl.
- 2 How the Parker Pen is convertible from Pocket to Desk Style at will.



Full-length Visible Ink Supply

- 3 That the Parker Vacumatic is the only Desk Pen with Full-Length Visible Ink Supply.



This new Sealomatic Bowl is mounted on the most beautiful Desk Bases ever designed—new 1937 styles in a variety of Materials, Colors, Designs

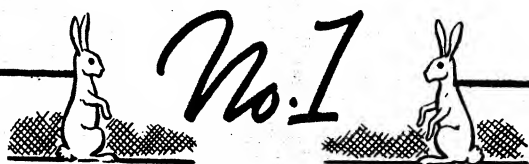
To KEEP PACE WITH EAST-CHANGING TIMES

Join in these 2 Big Pen Selling Promotions the First Half of 1937

With Special Advertising and Displays for Each

HERE'S THE PROGRAM

Our Representative Will Show You the Circulation in Your City
and Dates On Which the Ads Will Appear



PRE-EASTER GIFT EVENT

(Easter Sunday is March 28)

Parker Pens and Sets
to be featured as gifts
for Birthdays, Confirmation
and Easter as follows:

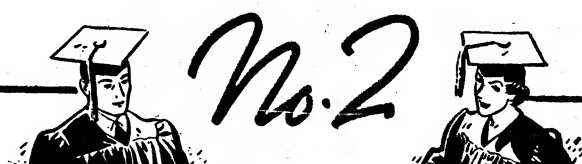
Combined Circulation: 18,579,508

Page 1 SATURDAY EVENING
POST 3/13 (out 3/9)

Page 1 COLLIER'S 3/27 (out 3/19)

74 BIG CITY NEWSPAPERS, in-
cluding half pages in 4 colors and
Monotone Rotogravure the Sun-
day before Easter, and one-sixth
of a page in Black and White
during the week previous.

See Following Page and Have Our Repre-
sentative Fill Out Requisition Now for
Your Tie-up Ads and Display Cards!



GRADUATION GIFT EVENT

Parker Vacumatic Pens
and Sets to be featured
as follows:

Combined circulation: 27,218,700

110 BIG CITY NEWSPAPERS, in-
cluding Full Pages and Half
Pages in 4 colors and Monotone
Rotogravure, and one-sixth
pages in Black and White prior
to Graduation in May and June.

ALSO

Page 1 SATURDAY EVENING POST
6/5 (out 6/1)

Page 1 COLLIER'S 6/12 (out 6/4)

ESQUIRE June (out 5/14)

NATIONAL GEOGRAPHIC, June, out 6/1

REDBOOK, June (out 5/10)

PHOTOPLAY, June (out 5/10)

TIME, 6/7 (out 6/4)

AMERICAN BOY, June (out 5/20)

BOY'S LIFE, June (out 5/20)

OPEN ROAD FOR BOYS, June (out 5/20)

SCHOLASTIC, 5/22

PROOF OF THE PUDDING

John W. Graham & Co

If It's Made of Paper We Have It

707-711 Sprague Ave. 708-716 First Ave.

A COLLEGE PROFESSOR
Invented this Miracle Pen
*to Guard All Students
from Pens that Suddenly Run Dry*

A Wisconsin professor discovered that often it wasn't students' brains but their pens that ran dry—caused failure—in classes and exams. That led to the birth of the revolutionary, sacless Vacumatic, perfected by Parker, and **GUARANTEED MECHANICALLY PERFECT.**

It never runs out of ink unless you let it. For it holds 12,000 words of ink, and shows the ink-level—shows when to refill.

The Point is solid Gold combined with precious Platinum—skillfully fashioned to write 2 ways.



Parker
VACUMATIC
RELIABLE SACLESS POINT

Junior, \$3; ^{75c} Pencil, \$2.50; Over-size, \$10; \$3.50 and \$3

Come to see the luminous beauty of this laminated Pearl and Jet style creation. Other Parker Pens, \$1.25 to \$3.50.

Whenever You See a
PARKER
AD
Remember We Sell the Complete Line
LOOK ON PAGE
5
Magazine Section
Today's Spokesman-Review

Parker Has the Scratch Proof Point of Platinum and Gold

Excerpt of letter dated December 1, 1936 from John W. Graham & Company, Spokane, Wash.

“We have been tying up every time you have had these ads . . . and naturally our sales jump the next few days after the ads appear.

Yours very truly,

(signed) John L. Matthiesen
Advertising Manager”

Now Requisition Tie-ups with Parker's Big Promotions for Easter and Graduation

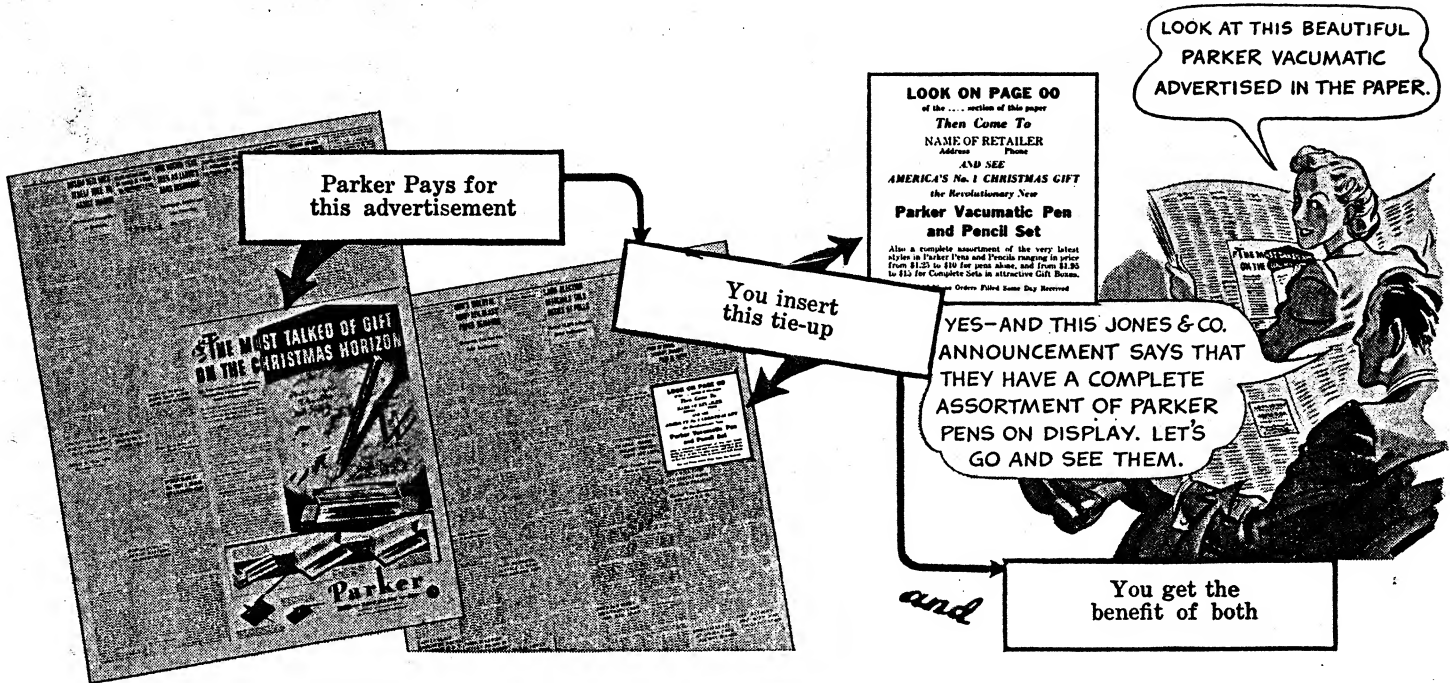
Ask our representative (or write) for schedule of Parker advertising in your community and Parker's special tie-up service including mats, electros, and cuts—all furnished FREE.

TO KEEP PACE WITH FAST-CHANGING TIMES

Bring the People Who Read Parker Advertising Up to Your Pen Counter

By Using This Special Tie - up Plan.

Increases Retailers Sales 80% to 120% by actual test



Retailers find that this plan results in two things:
First: A larger, more profitable pen department
Second: A broadening of trade in all departments of the store

SAMPLES OF DEALER ADS

LOOK ON PAGE 00
of the _____ Section of this Newspaper
Then come to
(INSERT NAME OF RETAIL STORE)
(Address . . . and . . . Telephone)
and see not only the beautiful
Parker Vacumatic Pen Advertised for Easter and Confirmation Gifts
but also a complete assortment of the very latest styles in Parker Pens and Pencils ranging in price from \$1.25 up to \$10 for pens alone, and from \$1.95 to \$15 for Complete Sets in attractive Gift Boxes.
Mail and Phone Orders Filled the Same Day Received
Now turn to Page 00

With a tie-up ad like this a Boston retailer increased his Parker sales 108%.

Your Newspaper will set this.

Easter Headliner

PARKER VACUMATIC
America's Most-Wanted Fountain Pen

- Holds 100% More Ink
- Shows Entire Ink Supply
- Scratch-Proof Point of Platinum and Gold
- Exclusive Laminated Pearl Style

Come in and see our up-to-date assortments of these celebrated Parker Vacumatic Pens at \$5, \$7.50, and \$10. Matched Pen and Pencil Sets at \$7.50, \$11 and \$15. Free Gift Box included with Sets.

FINEST OF ALL \$5 GIFT SETS
See the Parker DeLuxe Challenge Pen for students and young lads. Lustrous lines. Two-way point. Regular 50 Duroid quality—now only \$5.50. With Pencil to match, complete SET in Gift Box—only \$5.
Mail Orders Filled Same Day Received

NAME OF RETAILER
ADDRESS PHONE

A tie-up ad like this brought a Parker Pen sales increase of 314% for a Cleveland retailer.

For Easter

See America's Finest Gift Pen
PARKER VACUMATIC

- Holds 100% More Ink Than ordinary
- Full-Length Visible Ink Supply
- Scratch-Proof Point of Platinum and Gold
- CIVIL-DEFENSE Mechanically Perfect

Choose from our fresh Parker Assortment.
Parker Vacumatic Pens \$5 • \$7.50 • \$10
Pen & Pencil Sets \$7.50 • \$11 • \$15

DeLuxe CHALLENGER - \$5.50
With Pencil to Match. Complete SET in Gift Box, only \$5.

Holds 100% More Ink

Free Gift Box Included With Sets

NAME OF RETAILER
Address Phone

Parker's Great 1937 Calendar of *MAGAZINE* *ADVERTISING*

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

THE SATURDAY EVENING POST
JANUARY 16
Out Jan. 12

SCHOLASTIC
The American High School Weekly
JANUARY 16
Out Jan. 14

American Boy
FEBRUARY
Out Jan. 20

BOYS' LIFE
FEBRUARY
Out Jan. 20

OPEN-ROAD-BOYS
FEBRUARY
Out Jan. 20

THE SATURDAY EVENING POST
FEBRUARY 13
Out Feb. 9

Collier's
THE NATIONAL WEEKLY
FEBRUARY 27
Out Feb. 19

TIME
THE WEEKLY MAGAZINE
FEBRUARY 22
Out Feb. 19

Margaret International Cosmopolitan
MARCH
Out Feb. 10

Esquire
THE MAGAZINE FOR THE MAN
MARCH
Out Feb. 14

THE SATURDAY EVENING POST
MARCH 13
Out Mar. 9

Collier's
THE NATIONAL WEEKLY
MARCH 27
Out Mar. 19

REDBOOK
APRIL
Out Mar. 5

THE SATURDAY EVENING POST
APRIL 10
Out Apr. 6

Collier's
THE NATIONAL WEEKLY
APRIL 24
Out Apr. 16

Margaret International Cosmopolitan
MAY
Out Apr. 10

THE SATURDAY EVENING POST
MAY 8
Out May 4

TIME
THE WEEKLY MAGAZINE
MAY 10
Out May 7

Collier's
THE NATIONAL WEEKLY
MAY 22
Out May 14

SCHOLASTIC
The American High School Weekly
MAY 22
Out May 22

REDBOOK
JUNE
Out May 5

PHOTOPLAY
JUNE
Out May 10

Esquire
THE MAGAZINE FOR THE MAN
JUNE
Out May 14

American Boy
JUNE
Out May 20

BOYS' LIFE
JUNE
Out May 20

OPEN-ROAD-BOYS
JUNE
Out May 20

THE SATURDAY EVENING POST
JUNE 5
Out June 1

THE NATIONAL GEOGRAPHIC MAGAZINE
JUNE
Out June 1

Collier's
THE NATIONAL WEEKLY
JUNE 12
Out June 4

TIME
THE WEEKLY MAGAZINE
JUNE 7
Out June 4

Have your Sales People use the Words, Phrases, and Sales Points in Parker ads in selling at the counter

Specimen Ad, Page 1, The Saturday Evening Post, Jan. 16, 1937

To be a Star IN SCHOOL OR BUSINESS
BACK YOUR BRAINS with the ALL-STAR PEN

It's a Natural!

It Won't Run Dry in the Midst of a Grand Idea for it holds 102% More Ink than old-style and shows DAYS AHEAD if it needs refilling!



There's a direct connection between the fact that the revolutionary Parker Vacumatic is the star performer in the pen world, and the fact that when people start using it they start rating higher in their daily work.

On the one hand it is people who are capable of rating high who go for this competent pen in a big way, and on the other hand it is this kind of pen, and only a pen of this kind, that can bring out the best that is in them.

The reasons for this are both mental and physical. For one thing, this Scratch-proof Point of Platinum and Solid Gold writes like a zephyr. It gives your handwriting all the grace and assurance of one who knows his stuff and what to do with it. And it carries you over the rough spots like riding on rubber tires.

Because it holds 102% more ink than old-style and shows you days ahead if it needs refilling, it never comes to a stop against your will—won't run dry at some critical moment—never throws your ideas off their stride.

Because this laminated Pearl Beauty "looks like a million," its trim, smart, exclusive style says of its owner, "Here is a person of cultivated taste."

If you want to star, you must first make a start, and the New Year is the starting time. So off with your old pen and forward with the new. Go and see it—and try it—at any nearby pen counter today.

But be sure the pen you try has this smart ARROW clip. This ARROW distinguishes the genuine Parker Vacumatic from sly imitations. And it gives distinction to the one who carries it.

The Parker Pen Company, Janesville, Wisconsin.



ALL-STAR FEATURES

- ☆ ENTIRE ink supply is Visible—not merely the last drop—hence it can't run dry against your will.
- ☆ Holds 102% more ink than old-style—write a 12,000-word book on a page.
- ☆ Scratch-Proof Point of Platinum and Solid Gold—writes like a zephyr.
- ☆ Exclusive Laminated Pearl style—winner in the pen Beauty Contest.
- ☆ No rubber ink sac, no lever filler, no pump—nothing to leak or fail.
- ☆ GUARANTEED mechanically perfect.
- ☆ Smart ARROW clip holds it low and in the pocket—distinguishes the own identifies the genuine.

These ideas are what bring customers into your store from our advertising. They expect to hear about these selling points—and if they do, sales are easily made. If they do not, their enthusiasm dies.

Parker
VACUMATIC REG. T.M.
 GUARANTEED MECHANICALLY PERFECT

\$7.50

Junior, \$5; Over-Size, \$10 Pencils, \$2.50, \$3.50 and \$5

Advertising in 1959

from Easter

Full Pages and Half

and Monotone

AND 1/6TH PAGES IN

KEY

A—This Week—1 Page 4 color Rotogravure
 B—American Weekly—1 Page 4 Colors
 C—Associated Weekly—1/2 Page 4 Colors
 D—1000 lines 4 color Rotogravure
 E—1000 lines Monotone Rotogravure
 F—1/6 Page Monotone Rotogravure
 G—1/6 Page Black & White News Section
 H—1000 lines Black & White News Section

STATE-CITY	NEWSPAPER	CIRCULATION	STATE-CITY	NEWSPAPER	CIRCULATION
ALABAMA			INDIANA		
Birmingham	News Age Herald (A & F)	108,536	Fort Wayne	News Sentinel (G)	55,781
Mobile	Press Register (G)	44,775	Indianapolis	Star (A, E & F)	167,442
Montgomery	Journal (G)	19,233	Terre Haute	Tribune & Star (F)	51,549
ARIZONA			IOWA		
Phoenix	Republic (C)	37,150	Cedar Rapids	Gazette (G)	39,186
Tucson	Star (G)	9,975	Des Moines	Register (E & F)	286,047
ARKANSAS			Sioux City	Journal (G)	58,060
Fort Smith	Times Record & Southwest American (G)	25,215	KANSAS		
Little Rock	Gazette (G)	49,578	Topeka	Capital (G)	46,442
CALIFORNIA			Wichita	Beacon (G)	79,120
Hollywood	Citizen News (G)	27,786		Eagle (G)	89,023
Long Beach	Press Telegram (C)	49,493	KENTUCKY		
Los Angeles	Examiner (B)	531,652	Louisville	Courier Journal & Times (E & F)	161,764
	Herald Express (G)	284,245	LOUISIANA		
	Times (C)	303,321	New Orleans	Item Tribune (A)	72,730
Oakland	Tribune (C)	76,981		Times Picayune (G)	117,554
Sacramento	Union (C)	20,485	MAINE		
San Diego	Union (C)	40,348	Portland	Express Press Herald (G)	63,932
San Francisco	Call Bulletin (G)	119,607	MARYLAND		
	Chronicle (C)	168,311	Baltimore	American (B)	233,317
	Examiner (B)	431,865		Sun (A & E)	200,344
COLORADO			MASSACHUSETTS		
Denver	Post (E & F)	315,455	Boston	Advertiser (B)	536,487
CONNECTICUT				Globe (E)	302,966
Bridgeport	Post Telegram (G)	53,275		Herald (A & F)	154,553
Hartford	Courant (F)	64,497	Springfield	Union Republican (F)	59,548
New Haven	Register (G)	63,165	Worcester	Telegram Gazette (G)	110,835
Waterbury	Republican American (G)	31,319	MICHIGAN		
DELAWARE			Detroit	Free Press (E & F)	263,244
Wilmington	Journal Every Evening			News (A & E)	354,775
	Morning News (G)	55,091		Times (B)	397,068
DIST. OF COLUMBIA			Grand Rapids	Press (G)	88,112
Washington	Herald (B & G)	201,424	MINNESOTA		
	Star (A & E)	136,860	Duluth	Herald News Tribune (G)	69,851
FLORIDA			Minneapolis	Journal (A & F)	152,541
Jacksonville	Times Union (G)	65,748		Tribune (E & F)	199,158
Miami	Herald (G)	62,272	St. Paul	Pioneer Press (E & F)	121,232
Tampa	Tribune (G)	52,904	MISSOURI		
GEORGIA			Kansas City	Journal Post (E & F)	81,036
Atlanta	American (B)	191,600		Star (E & F)	324,586
	Journal (A & E)	117,869	St. Louis	Globe Democrat (A & F)	211,811
Augusta	Herald (G)	23,023		Post Dispatch (D)	263,882
Macon	News Telegraph (G)	32,174	MONTANA		
Savannah	News (G)	23,027	Billings	Gazette (G)	17,004
ILLINOIS			NEBRASKA		
Chicago	American (H)	436,956	Lincoln	Journal Star (G)	41,855
	Herald & Examiner (B)	1,004,961	Omaha	Bee News (B)	121,013
	News (A & E)	413,362	NEW JERSEY		
	Tribune (D)	1,043,259	Newark	News (G)	140,701
Peoria	Star (F)	40,454	Trenton	State Gazette Times (G)	57,311

Big City Newspapers

Christmas

Pages in 4 Colors

Color Gravure

LACK AND WHITE

ASK OUR REPRESENTATIVE (OR WRITE) FOR DATES THESE ADS WILL APPEAR IN YOUR LOCAL NEWSPAPER.

STATE-CITY	NEWSPAPER	CIRCULATION	STATE-CITY	NEWSPAPER	CIRCULATION
NEW YORK			PENNSYLVANIA (Continued)		
Albany	News (G)	42,038	Pittsburgh	Press (A & E)	299,570
inghamton	Times Union (B)	63,881		Sun Telegraph (B)	390,674
Buffalo	Press (G)	39,444	Reading	Times (G)	36,850
	Courier Express (E)	153,126	Seranton	Times (G)	52,976
	News (H)	194,107	Wilkes-Barre	Record (G)	29,205
	Times (A)	107,856		Times Leader (G)	29,427
New York	American (B)	1,076,741	RHODE ISLAND		
	Herald Tribune (A)	482,177	Providence	Journal (F)	99,180
	News (D)	2,848,811	SOUTH CAROLINA		
	Sun (H)	316,420	Charleston	Post News & Courier (G)	32,617
	Times (E)	759,575	Columbia	State (G)	30,769
Rochester	American (B)	80,800	SOUTH DAKOTA		
	Democrat Chronicle & Times Union (G)	154,632	Sioux Falls	Argus Leader (G)	40,301
Schenectady	Gazette (G)	22,140	TENNESSEE		
Syracuse	American (B)	109,854	Chattanooga	News (G)	36,410
	Herald (F)	61,284		News Sentinel (G)	47,374
	Post Standard (F)	65,197		Journal (G)	49,557
Troy	Record (G)	31,954	Memphis	Commercial Appeal (A & G)	122,092
Utica	Observer Dispatch (G)	34,190	Nashville	Banner (G)	68,701
				Tennessean (G)	115,860
RTH CAROLINA			TEXAS		
Asheville	Citizen Times (G)	33,051	Amarillo	Globe News (G)	29,774
Charlotte	Observer (G)	62,981	Austin	American Statesman (G)	27,502
RTH DAKOTA			Dallas	News (A & G)	91,490
Sioux Falls	Forum (G)	30,587		Times Herald (G)	70,006
IO			El Paso	Herald Post (G)	27,701
Albion	Beacon Journal (G)	71,597	Fort Worth	Star Telegram (G)	169,461
Albion	Repository (G)	45,446	Houston	Chronicle (F)	104,508
Cincinnati	Enquirer (A, E & F)	186,294	Lubbock	Avalanche Journal (G)	15,442
	Times Star (H)	172,276	San Antonio	Light (B)	89,074
Cleveland	Plain Dealer (A & E)	394,559		News (G)	47,879
	Press (H)	204,587	Waco	News Tribune & Times Herald (G)	30,580
Columbus	Dispatch (G & H)	155,606	UTAH		
Dayton	News (G)	57,838	Salt Lake City	Tribune (C)	81,029
Colorado	Times (E & F)	53,476	VIRGINIA		
Youngstown	Vindicator & Telegram (G)	60,000	Norfolk	Ledger Dispatch & Virginian Pilot (G)	82,166
LAHOMA			Richmond	News Leader (G)	80,921
Oklahoma City	Oklahoman & Times (G)	190,444		Times Dispatch (G)	79,803
Tulsa	Tribune (G)	60,029		Times World News (G)	42,559
	World (G)	72,822	Roanoke		
EGON			WASHINGTON		
Portland	Oregonian (C)	140,083	Seattle	Times (C)	126,654
PENNSYLVANIA			Spokane	Spokesman Review (C)	66,732
Erie	Dispatch Herald (G)	37,516	Tacoma	Ledger (C)	28,329
	Times (G)	35,232	WEST VIRGINIA		
Harrisburg	News Patriot (G)	83,315	Charleston	Gazette (G)	44,066
Philadelphia	Bulletin (H)	529,767	Huntington	Advertiser Herald Dispatch (G)	28,509
			Wheeling	Intelligencer News Register (G)	33,577
			WISCONSIN		

HIGH SPOTS

Page 1 in 13 Issues of SATURDAY EVENING POST

(One every fourth week)

Page 1 in 10 Issues of COLLIER'S

8 Issues of TIME, the News Magazine

1/3 of all issues of COSMOPOLITAN, REDBOOK, PHOTOPLAY, NATIONAL GEOGRAPHIC, and the Juveniles—AMERICAN BOY, BOY'S LIFE, OPEN ROAD FOR BOYS, SCHOLASTIC.

Special School and Gift issues of VOGUE, WOMAN'S HOME COMPANION and AMERICAN MAGAZINE.

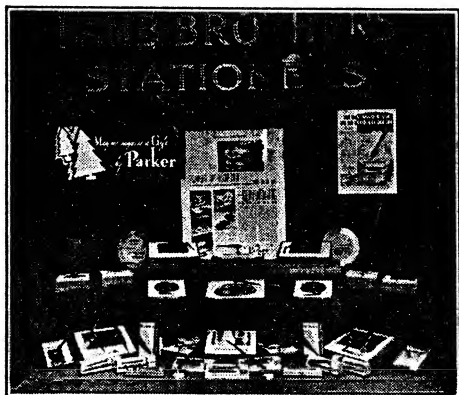
JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

The following table summarizes the magazine issues shown in the calendar grid:

Month	Issue Date	Magazine Title
JULY	Out June 29	THE SATURDAY EVENING POST
	Out July 16	TIME
	Out July 27	THE SATURDAY EVENING POST
AUGUST	Out July 10	PHOTOPLAY
	Out Aug. 6	Collier's
	Out Aug. 15	Vogue
	Out Aug. 24	THE SATURDAY EVENING POST
SEPTEMBER	Out Aug. 5	REDBOOK
	Out Aug. 10	PHOTOPLAY
	Out Aug. 13	SEPT. 13
	Out Aug. 15	American
	Out Aug. 15	Companion
	Out Aug. 15	SEPT. 15
	Out Aug. 20	AMERICAN BOY
	Out Aug. 20	BOYS' LIFE
	Out Aug. 20	OPEN ROAD BOYS
	Out Aug. 20	THE NATIONAL GEOGRAPHIC MAGAZINE
	Out Sept. 1	SEPT. 1
	Out Sept. 3	Collier's
	Out Sept. 10	TIME
Out Sept. 18	SEPT. 18	
Out Sept. 21	THE SATURDAY EVENING POST	
OCTOBER	Out Sept. 10	Magazine International Cosmopolitan
	Out Sept. 15	American
	Out Oct. 1	Collier's
	Out Oct. 8	TIME
NOVEMBER	Out Oct. 29	NOVEMBER 6
	Out Nov. 5	NOVEMBER 8
	Out Nov. 16	THE SATURDAY EVENING POST
DECEMBER	Out Nov. 5	REDBOOK
	Out Nov. 10	Magazine International Cosmopolitan
	Out Nov. 10	PHOTOPLAY
	Out Nov. 10	SEPT. 10
	Out Nov. 10	Esquire
	Out Nov. 13	DECEMBER 13
	Out Nov. 15	Companion
	Out Nov. 15	American
	Out Nov. 15	AMERICAN BOY
	Out Nov. 20	BOYS' LIFE
Out Nov. 20	OPEN ROAD BOYS	
Out Nov. 26	Collier's	
Out Dec. 1	THE NATIONAL GEOGRAPHIC MAGAZINE	
Out Dec. 1	Vogue	
Out Dec. 3	TIME	
Out Dec. 4	SCHOLASTIC	
Out Dec. 4	THE SATURDAY EVENING POST	
Out Dec. 18	THE SATURDAY EVENING POST	

TO KEEP PACE WITH FAST-CHANGING TIMES

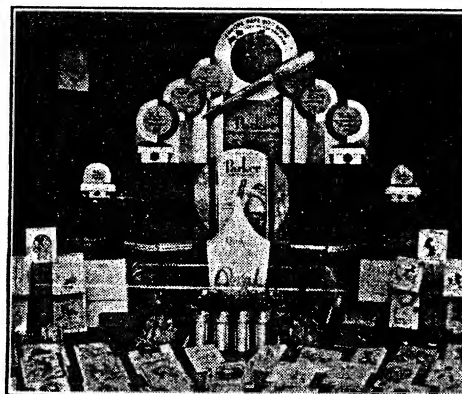
**Pull the Pen Buyers Into Your Store
With Displays Like These**



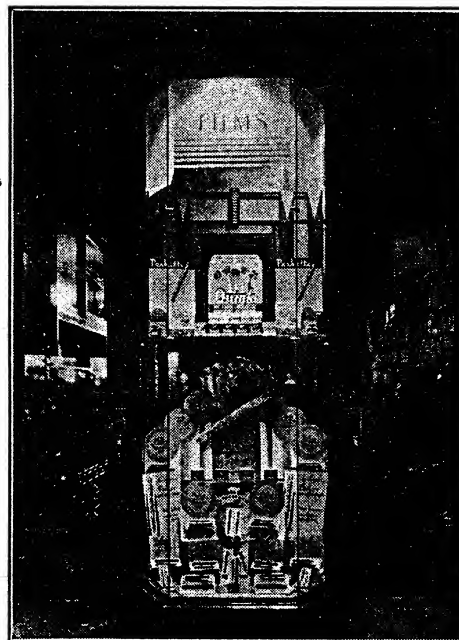
Lamb Brothers, Stationers,
Philadelphia, Pa.



Stevenson and Foster,
Pittsburgh, Pa.



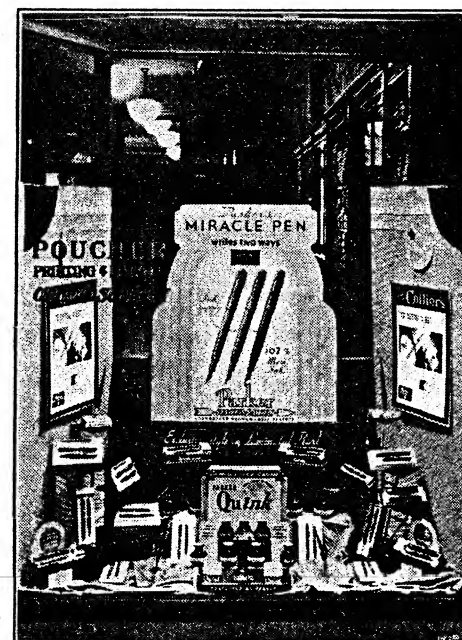
Wm. F. Murphy's Sons Co., Stationers
Philadelphia, Pa.



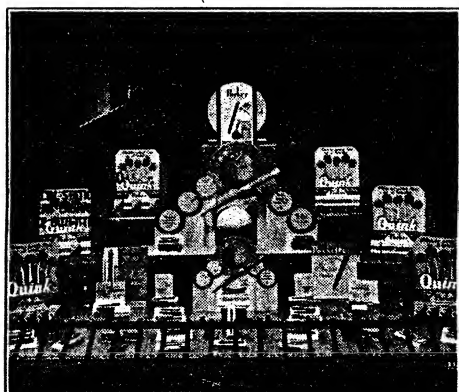
Richmond and Backus Co., Stationers
Detroit, Mich.



Pounsford's, Office Supplies
Cincinnati, Ohio



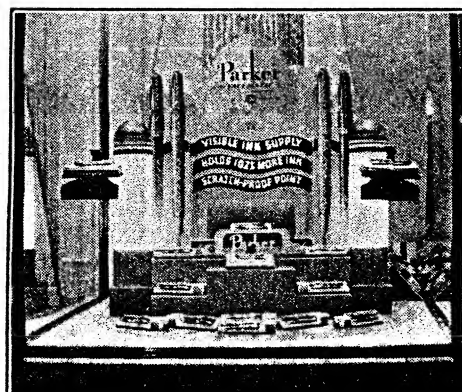
Stewarts Drug Store
Ashland, Kentucky



Waxgiser and Rindler, Stationers
Brooklyn, N. Y.



Stationers Corporation
Los Angeles, Calif.



Poucher Printing and Litho. Co.
Minneapolis, Minn.

To KEEP PACE WITH FAST-CHANGING TIMES

Devote a Larger Portion of Your Pen Stock to Parker

And Quicken The Pace of Your Pen Sales

See How This Works

1.75 TURNOVERS

if your stock is divided thus:

PARKER 25% OTHER BRANDS 75%

If Parker stock turns 4 times
(25% x 4 = 1 turnover)

If rest of stock turns 1 time
(75% x 1 = .75 turnover)

On this basis your total pen turnover is
only 1.75 times.

3.25 TURNOVERS

if your stock is divided thus:

PARKER 75% OTHER BRANDS 25%

If Parker stock turns 4 times
(75% x 4 = 3 turnovers)

and if rest of stock turns 1 time
(25% x 1 = .25 turnover)

Your Pen stock turns 3.25 times!

Apply the following principle to the rate
of turnover in your store

*In most cases Parker Stocks turn
3 to 4 times a year - and in many
cases even more*

Showing why Turnover, not Discount, is the chief factor
in rolling up gross profits:

50% Discount x 1 turnover = 50% Gross Profit

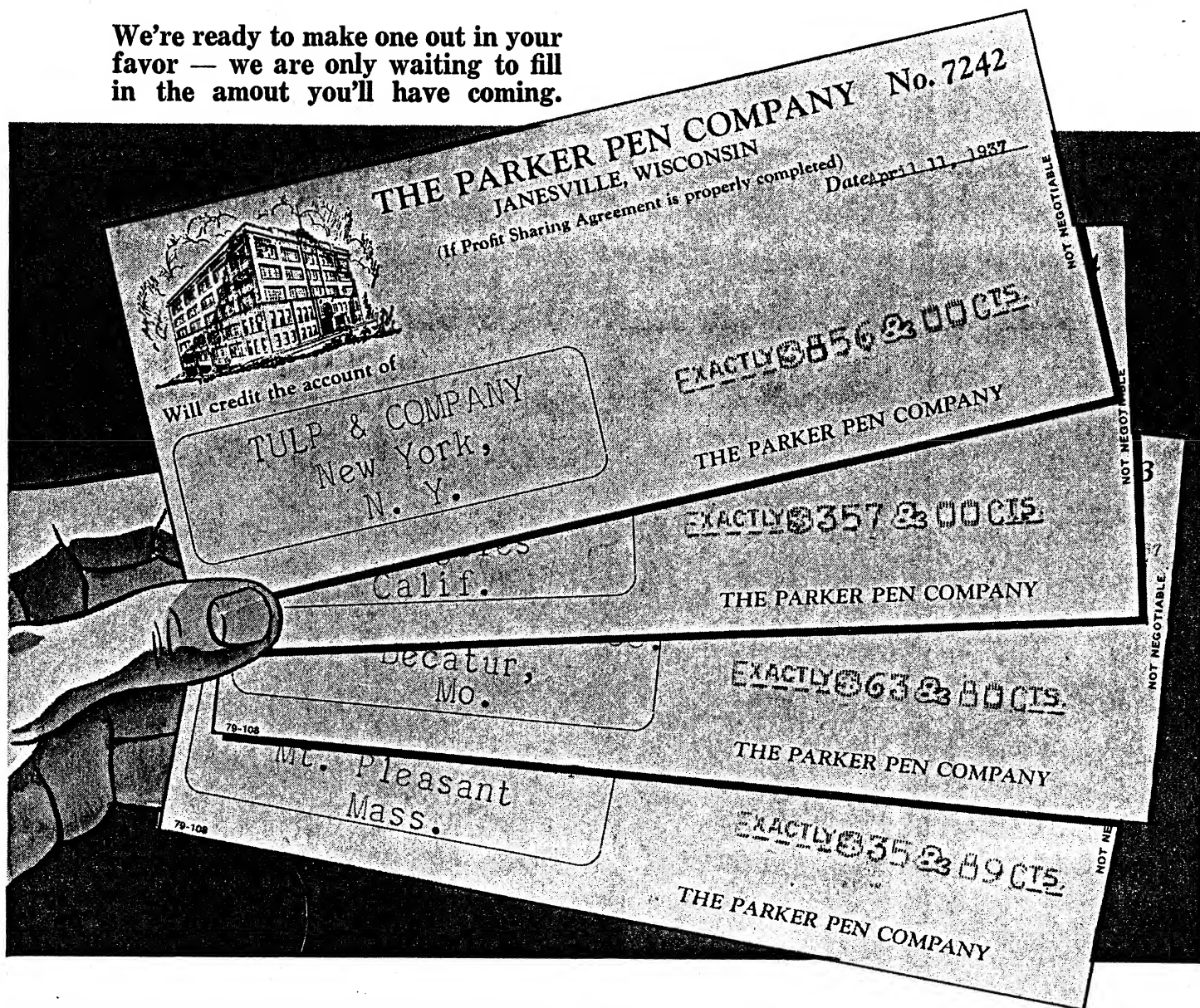
50% Discount x 2 turnovers = 100% Gross Profit

40% Discount x 3 turnovers = 120% Gross Profit

40% Discount x 4 turnovers = 160% Gross Profit

Which one of these Bonuses Do You Want?

We're ready to make one out in your favor — we are only waiting to fill in the amount you'll have coming.



**In 1937 Parker Will Pay out
\$250,000.00 in Profit Sharing Credits**

**Get a slice of this big melon by operating under
our liberal Profit - Sharing Agreement**

If you haven't this Parker agreement now or if yours is soon to expire, tell our representative to start yours as soon as possible, so that you can get a bonus on your ENTIRE 12 months' purchases —not merely on part of them.

Summary of What Parker Offers You

1

The only sacless pen that is **MECHANICALLY SUCCESSFUL — GUARANTEED** mechanically perfect.

Exclusive laminated pearl style, jewelry-like workmanship, and Scratch-proof Point, with 33 1/3% more gold.

2

A Long-Profit line—Price Protected—confined to Recognized Retailers.

3

Year round Advertising support, making Parker the fastest-selling pen on the market—making a pen business for the retailer from January to July as great as the entire year's business was in the old day.

4

A line designed from beginning to end with the retailer's interests in mind—

- a. A small line, consisting solely of fast-selling pens and sets—no drones—no experimental models.
- b. A **PRICE STRUCTURE**, scientifically designed for easy trade-ups. No Sacless Pens at less than \$5 to draw sales away from your higher-price bracket.

The Parker **LINE**, the Parker **PRICE STRUCTURE**, and the Parker **ADVERTISING** are all geared to enable the retailer to cover his increased cost of doing business today—**NOT** by raising his prices, **BUT** by raising his sights—by doing as Parker does,—doing 70% of his business in units at \$5.00, \$7.50, \$10.00 and up, with proportionately greater Profits—capitalizing the returning prosperity, and the demand for higher-quality, higher-priced goods.